Permit #F00024896

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00024896 **Type of Permit:** FILMING **Release Date:** 02/24/2010

Production Company FORM

Insured Company Name FORM

Contact Phone No. 1 323-782-4981
Contact Phone No. 2
Fax
Address 8330 W. 3rd ST
Los Angeles, California 90048

Production Title COORS LIGHT

Type of Production Commercial - Standard

Producer PETE VITALE

Director NEIL TARDIO

1st AD THOMAS SMITH

Production Manager CHRISTIAN PORTER

FilmL.A. Coordinator Daniel Alvarez

Location Manager BRUCE BOEHNER
Primary Phone Mobile - 213-925-5379
Secondary Phone Office - 323-782-4981

Location Assistant JOHN WHEELER
Primary Phone Mobile - 818-347-9929
Secondary Phone

Fees

Posting 600	$52.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $917.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

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Production Company FORM
Insured Company FORM
Production Title COORS LIGHT

Location Manager BRUCE BOEHNER
Primary Phone Mobile - 213-925-5379
Secondary Phone Office - 323-782-4981

Location Address 16919 Sherman Way, Van Nuys, CA, 91406

Location Names

Location Type Store front

Location Description

Film Dates 2/25/2010 - 2/25/2010 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Bruce Boehner Form letter487.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	45
Cube Trucks	4
Generator	1
Motor Homes	2
Picture vehicles	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	45
Spot Check	1

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking
Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street : 16955 VENTURA BLVD

Posting "No Parking" signs
S/S Sherman Way from Balboa west 300 feet
E/S Genesta Ave from Sherman Way to Canlay St

Approximate Footage 301 - 600 **Log Number** 10-10877

Date(s) 2/25/2010 to 2/25/2010 **Time(s)** 06:00 to 22:00

NOT A PERMIT

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Appointment of Film Permits Unlimited, Inc. As Authorized Agent and representative

I certify that I am a representative of FORM ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction; to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 2/24/10

FORM.
Name of Principal

By: _____
Representative's Signature

BRUCE ROEHNER
Print Representative's Name

LOCATION MANAGER
Representative's title

8330 W. 3RD-
LA 90048
Principal's Address

213 935 5379.
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT